

ACADEMIC PROGRAM

FACULTY OF BUSINESS ADMINISTRATION

Dean's Welcome Message for Students

It is with great joy and a sense of pride we welcome every one of our students both old and new back to school. We are excited to see you achieve your dreams and fulfil your purpose. We are more than ready to provide a secure learning community to foster your educational pursuit. Wishing you an amazing stay in AUCA. AUCA faculty of Business Administration, welcomes students from a wide range of backgrounds in education and experience which is an opportunity to our learners.

The vision of Adventist University of Central Africa is to become an international center of academic learning with global impact. Its mission is to provide Christ-centered wholistic quality education to prepare for service in this world, and in the life to come. This University operates on the basis of the Seventh-day Adventist worldview, which holds that God is the Creator and Sustainer of the universe and the source of true knowledge. The entrance of sin caused man's alienation from God, therefore the restoration of the relation between man and his God is the main aim of the Christian Education that leads students to discover and understand the truth through critical thinking. Our motto is "Education for Eternity".

The speed of business transformation, both nationally and internationally, creates a demand for a well-prepared business school graduate. The competition among employers for highly competent and skilled graduates is strong and keeps increasing. Employers expect today's business school graduates to make immediate and valuable contributions to their companies. In addition to technical competence in the traditional areas of business, students today must possess leadership ability, the ability to work in and lead multi-functional teams, high-level oral and written communication proficiency, and a high level of competence in a broad range of information technology skills.

As we know, learning business is about mastering the art and science of value creation. The staff of the faculty of Business Administration are committed to developing ethically prudent and technically competent future business workers who will make decisions and lead changes that harmonize economic competitiveness and ecological sustainability. We will inculcate in you entrepreneurial and leadership mindsets, alongside developing you as successful accountants, managers, financiers and marketers. The education that you get from us will enable you to think globally and act locally.

We welcome you with a sense of pride and excitement. Our faculty and staff are committed to ensuring that we have a welcoming and safe academic community for all students.

Professor Butera Edison
Dean of the Faculty of Business Administration
Adventist University of Central African

GENERAL EDUCATION MODULES

The General Education Programme is designed to give the student a broad view of knowledge and the acquisition of relevant and useful skills in their respective areas of study. General education aims at fulfilling the objective of the Adventist Education through the wholistic approach of training individuals mentally, spiritually, physically and socially. Every student, unless exempted, is required to take the following General Modules in addition to the major or concentration and minor modules.

General Education Modules: 26 Credits

Module Code	Name of the Module	Credits	Prerequisite
ACCT 8112	Principles of Accounting I	10	None
EDRM 8113	Study and Research Methods	5	None
ENGL 8115	General English	10	None
RELB 8116	Introduction to Bible Study	5	None
STAT 8122	Descriptive Statistics	10	None
ENGL 8124	Academic English Writing	10	General English
INSY 8117	Introduction to Computer Application	10	None
RELT 8123	Bible Doctrines	10	Introduction to Bible Study
HELT 8214	Health Principles	5	None
RELT 8221	Philosophy, Science and Religion	5	None
TOTAL		80	

Description of General Education Modules

ACCT 8112 Principles of Accounting I

10 credits

This module is a study of basic accounting terminology, concepts, conventions, principles and procedures; the purpose of accounting information and its communication; users of financial information and their requirements; nature and scope of Intermediate Accounting and its limitations; the role of the accountant and ethical requirements; accounting cycle(identification and analysis of business transactions, recording in journals, posting in ledgers, preparation of unadjusted trial balance, preparation of basic financial statements, merchandizing operations, inventory management ; cash accounts and bank reconciliation; adjustments, preparation of final accounts/reports and closing the accounting period).

INSY 8117 Introduction to Computer Applications**10 credits**

This module is an application of all the theories and skills that the student majoring in Information Technology has learned. It acquaints the student with theoretical and practical skills and knowledge in Microsoft Word, Excel and Power Point, application of these are mostly done in a classroom and school setting. Through this module, the student (future teacher in secondary school) knows how to manage all school and classroom documents, presentations, and accounting using these applications.

ENGL 8115 General English**10 credits**

The module of General English aims to achieve a high standard of everyday English communication skills. It covers the four main skills of listening, speaking, reading and writing. It reviews the study of parts of speech and the principal elements of the sentence structure: common sentence patterns, form and function of specific word classes, phrases and clauses, expression of morphological categories of number, person, gender, tense, mood, etc. The module also looks at the communication skills in line with interpersonal communication skills, active listening, presentation, and pronunciation skills in use.

ENGL 8124 Academic English Writing**10 credits**

The module of Academic English Writing is designed to introduce students to academic study skills. It helps students develop academic writing skills. Emphasis will be on sentence construction, paragraph development using methods, punctuation and capitalization, and essay writing, and research project writing. Four main kinds of approaches to composition will be taught: narrative, descriptive, epistolary, and persuasive. The student will also practice writing précis, summary, reading reports, and letters. **Prerequisite: ENGL 8115 General English**

STAT 8122 Descriptive Statistics**10 credits**

This is the study of basic descriptive, including meaning and role of statistics, data gathering, organization and presentation, measures of central tendency and dispersion, and measures of shape, Probability theory, Probability distribution (random variables) Introduction to techniques of counting, probability sampling and distribution, point and interval estimate, confidence

intervals and levels, statistical inferences involving the binomial, normal, Poisson and the Chi-square distribution, simple linear regression and correlation. **Prerequisite: MATH 8111. This prerequisite concerns Business Administration students only. And Prerequisite: AMAT 8111 concerns Information Technology students.**

EDRM 8113 Study and Research Methods 5 credits

The module of Methods of Study and Research introduces a student to academic studies while teaching him/her the material to learn, time management, note taking and use of the library.

HELT 8213 Health Principles 5 credits

The module provides an introduction to important concepts of health which are composed of Physical, Psychological, Social, Spiritual and Philosophical dimensions. Students are assisted to identify unhealthy behavior and measures to correct them.

RELT 8123 Bible Doctrines 10 credits

Systematic study of general Doctrines of the Christian Church Adventist perspective: the Doctrines of God (revelation, inspiration, creation, the Sabbath), the Doctrines of man (from the image of God, the fall, the ethical / moral destiny), and the Doctrines of Christ (incarnation, nature, and office). **Prerequisite: RELB 8116 Introduction to bible**

RELT 8221 Philosophy, Science and Religion 5 credits

Comparison of goals and methods of philosophy, science and theology. Assessment of the relationship between science and religion over the centuries. Notion of truth in philosophy, science, and religion. Working methods and scientific results that contribute to a better understanding of God. Study of some philosophies which have challenged the belief in God, rationalism, positivism, Marxism, existentialism, and evolutionism.

RELB 8116 Introduction to Bible Study 5 credits

This module aims at teaching students of Adventist University of AUCA how to read the Bible by themselves. During this module, the following topics will be discussed: the definition of the Bible, learning about Bible authors and their periods of writing the old and New Testament; the

birth of the gospels, and Acts of the Apostles. The discussion of different methods/principles of reading and even interpreting the Bible with practical exercises from the Bible is the integral part of this module

FACULTY OF BUSINESS ADMINISTRATION

Introduction

The Faculty of Business Administration at Adventist University of Central Africa (AUCA) is aiming at fulfilling the requirements of the Seventh-day Adventist Church teachers' certification and the Rwandan Ministry of Education. The introduction of general, core (professional), and concentration modules is designed to broaden the skills, knowledge and the competencies of the student to make them compete worldwide.

Exit profile and Competencies

Exit Profile

The AUCA Bachelor's Degree of the Faculty of Business Administration aims to nurture transformational learning for business leaders. Modules are designed to engage physically, mentally and spiritually in service in the service of this life, and the life to come. Through knowledge, as well as action and reflection, we build our students' capacity to lead, innovate and flourish. The AUCA Bachelor's Degree of the Faculty of Business Administration enables students to gain core and majors knowledge of modules fundamental to accounting, management, finance and marketing and develop analytical skills that are indispensable in problem solving and decision making and gain insights into the changing business, economics, social and political environments that affect the commercial world. The AUCA Bachelor's Degree of the Faculty of Business Administration graduate with either:

- Bachelor's Degree of Business Administration with a major in Accounting
- Bachelor's Degree of Business Administration with a major in Management
- Bachelor's Degree of Business Administration with a major in Finance
- Bachelor's Degree of Business Administration with a major in Marketing

Competencies

A graduate of Bachelor's Degree of Business Administration with a major in Accounting may become a CEO, financial manager of public or private company, accountant, public accountant, management accountant, internal auditor or external auditor, inventory

manager, operations manager, a strategic planner, financial analyst, purchasing officer, procurement manager etc...

A graduate of Bachelor's Degree of Business Administration with a major in Management may become a CEO, Business Consultant, project manager, Bookkeeping, accounting and auditing clerks, Administrator or Administrative assistant, Sales associate, Customer service associate, Personal banker, insurance company manager, bank manager, inventory manager, operations manager, a strategic planner, purchasing officer, procurement manager, logistician, real estate appraiser, buyer or purchasing agent, compensation and benefits analyst, insurance underwriter, labor relations specialist etc...

A graduate of Bachelor's Degree of Business Administration with a major in Finance may become a CEO, Investment bankers, Financial analysts, Stockbroker, Personal financial advisor, Budget analyst, Loan officer, Insurance underwriter, Venture capitalist, Commercial banker, Financial manager etc...

A graduate of Bachelor's Degree of Business Administration with a major in Marketing may become a CEO, sales person or manager, customer relations manager, purchasing/procurement manager, Retailing person/manager, Brand manager Market researcher, Advertising officer, digital marketer etc...

MAJORS

The bachelor of Business Administration is made of the following Majors:

- Accounting
- Finance
- Management
- Marketing

SUMMARY OF MODULES

The bachelor of Business Administration is made of the following subdivisions:

General Education	80
Core (Professional) Modules in Business Administration	280
<u>Major (Concentration)</u>	<u>120</u>
TOTAL OF CREDITS	480

LIST OF CORE (PROFESIONAL) MODULES IN BUSINESS ADMINISTRATION

Module Code	Module Name	Course credit	Module Credits	Prerequisite
MATH 8111	General Mathematics	3	10	None
MGMT 8114	Principles of Management	3	10	None
ACCT 8121	Principles of Accounting II	3	10	Principles of Accounting I
ECON 8125	Microeconomics	3	10	None
MATH 8126	Business Mathematics and quantitative technics	4	20	General Mathematics
ACCT 8211	Intermediate Accounting I	3	10	Principles of Accounting II
BSAD 8212	Business Law	3	10	None
ECON 8214	Macroeconomics	3	10	Microeconomics
STAT 8215	Inferential Statistics in business administration	3	10	Descriptive Statistics
MKTG 8216	Principles of Marketing	3	10	Principles of Management
BSAD 8222	Company Law	3	10	Business Law
INSY 8223	Management Information System	3	10	Introduction to Computer Applications, Principles of Management
ACCT 8223	Managerial Accounting	3	10	Principles of Accounting II
BSAD 8225	Entrepreneurship	3	10	Principles of Management
BSAD 8227	Human Resource Management	3	10	Principles of Management
BSAD 8311	Business Communication	3	10	Academic English Writing
BSAD 8314	Business Research Methods	3	10	Study and research Methods and Inferential Statistics
BSAD 8324	Financial Management	3	10	Principles of Accounting II
INAT 8326	Internship	3	20	100 credits
BSAD 8323	Production and Operations Management	3	10	Managerial Accounting
MGMT 8414	Procurement management	3	10	Company Law
BSAD 8413	Business Ethics	3	10	100 credits
BSAD 8415	Strategic Management	3	10	Financial Management
BSAD 8422	Research Project	3	30	Business Research Methods and Internship
Total		73	280	

N.B: Intermediate Accounting I is not taken by students Majoring in Marketing.

Description of Core Modules

MATH 8111 General Mathematics 10 credits

Since mathematics is the foundation of many sciences, students should have basic fundamental notions in mathematics, high mathematics and statistics and probability theory and in other fields where mathematic knowledge is required. The module is of theoretical and practical nature and is intended to provide students with the basic concepts of mathematical language, processes and procedures that enable students to develop the skills in the application of mathematics to problems related to their profession. The module includes: Fundamental review of algebra, Set Theory, Real numbers, Functions and Graphs, Matrices and Determinants, limits, the derivative, ant derivatives and its applications.

MGMT 8114 Principles of Management 10 credits

Study of different phases of the development of enterprises; study of the management process: planning, organization leading, controlling and the prospects for the future management and decision-making process.

MATH 8126 Business Mathematics and Quantitative Technics 20 credits

This is an essential foundation Mathematics module for professional in business. It develops Mathematical topics such as: Exponential and logarithmic functions and their applications in business area (simple and compound interest, annual percentage rate (APR), Depreciation , discounting), Progressions and its application in business area such as: present and future value of money and investment appraisal techniques, annuities, mortgages, amortization, business applications of linear and quadratic equations, indices numbers, Regression analysis, Time series analysis forecasting, Network analysis, Decision theory, introduction about linear programming such as: simple linear programming and simplex, transportation and assignments problems. ***Prerequisite: Math 8111 General Mathematics***

ACCT 8121 Principles of Accounting II 10 credits

As a continuation of principles of accounting I, the module deals with accounting of the following items using GAAPs, IAS'S and IFRS: receivables, notes and payables; plant assets and

intangibles; cash-flows statement basics; long term liabilities; partnership and corporate forms of business ownerships and the accounting associated with such ownership. **Prerequisite:ACCT 8112 Principal of Accounting I**

ECON 8125 Microeconomics

10 credits

This the first module of introductory modules in economic theory. It covers the basic concepts in microeconomics and their analysis. The market mechanism: demand, supply and market equilibrium, elasticity, consumer choice and demand, firms and production, costs of production, profit maximization, market structures, and the factor markets, market imperfection and government intervention.

ACCT 8211 Intermediate Accounting I

10 credits

This module is a review of the basic accounting concepts and principles with the objective of acquiring broader perspective in the area of financial statements preparation, interpretation and analysis of financial statements (using ratios and trend analysis); accounting for revenue in construction contracts; events after the balance sheet date; current assets and their related revenue accounts and time value of money. **Prerequisite: ACCT 8121 Principle of Accounting II**

MKTG 8216 Principles of Marketing

10 credits

A study reports; marketing/ production, marketing/consumer, marketing/ intermediary. Study methods to improve the consumer inventory of the most conducive to market and ways to achieve this; study the behavior of a consumer. The major marketing institutions, programs strategies, and practices examined from the viewpoint of their effects on the exchange process involved in moving goods from producers to ultimate consumers.**MGMT 8114: Principles of Management**

ECON 8214 Macroeconomics

10 credits

This is a module which introduces the students to economic theory covering basic concepts and analysis in macroeconomics. It covers macroeconomic aggregates and their measurements, gross domestic product and economic growth, unemployment and employment, price levels and inflation, national income accounts, national income as an indication of social welfare, aggregate demand and aggregate supply models, the classic

model, the Keynesian model of income determination, fiscal policy, economic growth and development. **Prerequisite: ECON 8125 Microeconomics**

BSAD 8212 Business Law

10 credits

The concept of law in general, including the definition of law in general and the importance of law in society, purpose of the rule of law, comparing the rule of law from other rules. The right perfect and imperfect law; character of the rule of law, sources of law, interpretation of the rule of law, the right and the right goal; acquisition, transfer and extinguishment. Particular attention will be given to key areas of law: national law and international law, public law and private law and the judicial law.

BSAD 8222 Company Law

10 credits

Definition of commercial law, the sources of commercial law, the acts of trade, and incompatibilities with the profession of the trader, and the effects of trade; corporations: Definition of the legal person of a corporation, the legal nature of corporate personality, commercial company, processing, splitting and merging of a commercial or industrial, various kinds of companies (companies of people and companies of the capital). The bankruptcy of a company. **Prerequisite: BSAD 8212 Business Law**

BSAD 8311 Business Communications

10 credits

Development of effective communication for business and management through written letters, memoranda, and short reports. Analytical skills and effective expression are developed through applying communication principles to case situations. **Prerequisite: ENGL 8124 Academic English Writing**

STAT 8215 Inferential Statistics in Business Administration

10 credits

Review of the simple regression and correlation theory, multiple and partial correlation, multiple regression, significance of the correlation ratios, ANOVA (One, two and three way classification), post hoc multiple comparison tests (Tukey, Newman Keuls, Tukey/Kramer and Scheffe's methods), chi square test and non-parametric tests (Sign, Wilcoxon's Matched Pairs Signed Ranks, Wilcoxon Rank Sum, Median, Mann Whitney U, Wald Wolfowitz Runs, Kruskal Wallis H, Friedman, Fr, Spearman's rho McNemar and Cohran Q tests), and Statistic software (SPSS). **Prerequisite: STAT 8122 Descriptive statistics**

INSY 8223 Management Information System 10 credits

The module covers the use and effect of computer information processing in a business environment with emphasis on management; computer system theory; business computing equipment; management concerns such as decision support system, computer security, and data base management information system; systems life cycle and systems analysis and design. Includes use of business software such as network systems, data base implementations, statistic packages, forecasting programmes, and simulations. **Prerequisite: INSY 8117 Introduction to Computer applications and MGMT 8114 Principle of Management.**

BSAD 8227 Human Resource Management 10 credits

A study of the role and nature of the human resource management forms of capital, history and the main functions: human resource planning, staffing, training, education, evaluation, compensation, labour relations etc. **Prerequisite: BSAD 8114 Principles of Management**

BSAD 8314 Business Research Method 10 credits

This module deals with Science and the scientific approach, problems and hypotheses, designs or research, sampling, methods of observation and data collection measurement/scaling methods, multiple regression analysis or data and presentation of research reports, any other topical issue. **Prerequisite: EDRM 8113 Study and Research Method and STAT 8215 Inferential Statistics in Business Administration**

INAT 8326 Internship 20 credits

Practical experience in a recognized in various fields of management accounting. A written report will be prepared by students under the direction of his/her supervisor. **Prerequisite: 100 Credits**

ACCT 8321 Managerial Accounting 10 credits

This module is a study of nature, scope of management accounting; the relationship between management and Intermediate Accounting ; cost classifications, the role of the management accountant; cost behavior patterns and identification of fixed and variable elements; break-even analysis; cost-volume profit analysis; relevant costs principles and decision making; qualitative factors for decision making; the role of budgeting and budgeting systems;

budgetary process; functional and subsidiary budgets; standard costing and variance analysis. **Prerequisite: ACCT 8121 Principles of Accounting II**

BSAD 8324 Financial Management 10 credits

This module aims to develop knowledge and thorough understanding in the field of financial management practices to assess the benefits of various sources of financing and investment opportunities and the application of technical accounting manager in planning and control business. It contains mainly the implementation of the standard cost method, preparation of budgets and their use for monitoring and evaluating the performance of an organization, explaining the role and purpose of financial management and evaluation of management of working capital, the study of sources of funding, evaluating investments using the appropriate methods. **Prerequisite: ACCT 8121 Principles of Accounting II**

BSAD 8225 Entrepreneurship 20 credits

This is the aims to develop the capacity for innovation, investment and expansion in a new markets, products, and techniques. At the end of this module student should elaborate and present a business plan of his/her own choice. **Prerequisite: MGMT 8114 Principles of Management and MKTG 8216 Principles of Marketing**

BSAD 8323 Production and Operations Management 10 credits

Analysis of problems and issues faced by production/operations managers in manufacturing, merchandising, and service businesses. Concepts and techniques covered include: scheduling, quality control, plant layout, facility location, line balancing, queue analysis, production and inventory controls, forecasting, decision theories and linear Programming. **Prerequisite: ACCT 8223 Managerial Accounting**

MGMT 8414 Procurement Management 10 credits

This module will include different topics such as an introduction to the best practice in purchasing and procurement management, Basics of procurement, Bid and Tender Management, Strategic procurement, purchasing personnel, advanced negotiation for purchasing personnel, advanced procurement, contract management and effective negotiation, What buyer need to know, buying from abroad, Financial tools in procurement,

stock management, demand planning and forecasting, international procurement finally procurement and supply operations. **Prerequisite: BSAD 8222 Company Law**

BSAD 8413 Business Ethics 10 credits

This module aims to teach students the professional code of ethics and the importance of ethical behavior in business and outside professionals. It mainly contains: The professional code of ethics, classical philosophies, moral development stages, and international ethics and organizational behavior, corporate 5 responsibility, ethics and culture, ethics and science.

Prerequisite: 100 Credits Completed

BSAD 8415 Strategic Management 10 credits

The module aims to teach student the process of specifying the organization's mission, vision and objectives, developing policies and plans, often in terms of projects and programmes, which are designed to achieve these objectives, and then allocating resources to implement the policies and plans, projects and programmes. **Prerequisite: BSAD 8225 Entrepreneurship**

BSAD 8422 Research Project 30 credits

This is a module which was proposed by the students and approved by the faculty. It is a detailed study of given problem to put into practice the knowledge acquired by students during their training. The project is before the panel members. **Prerequisite: STAT 6215 Inferential Statistics and BSAD 8314 Business Research Methods and INAT 8326 Internship**

DEPARTMENT OF ACCOUNTING

DEGREE: BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING

Summary of Modules

General Education	80
Core (Professional) Modules in Business Administration	280
Major (Concentration)	120
TOTAL OF CREDITS	480

Structure and Degree Requirements for Graduation

In order for AUCA student to graduate with the degree of Bachelor of Business Administration (Major: Accounting), he/she should complete the requirements as outlined in the table above and as described below.

General Education Modules

For the general education modules, check the section of general education requirements for details.

Core (Professional) Modules

For the core (professional modules) in Business Administration, check in the section of core modules. Major Modules (check in the following Table)

Description of Major Modules in Accounting

Module Code	Module Name	Course Credits	Modules Credits	Pre-requisite
ACCT 8224	Intermediate Accounting II	3	10	Intermediate Accounting I
ACCT 8226	Taxation I	3	10	Business Law
FNCE 8312	Money and Banking	3	10	Macroeconomics
ACCT 8313	Cost Accounting	3	10	Intermediate Accounting I
ACCT 8315	Advanced Accounting I	3	10	Intermediate Accounting II
INSY 8316	Accounting Software Application	3	10	Intermediate Accounting II
ACCT 8322	Advanced Accounting II	3	10	Advanced Accounting I
ACCT 8325	Taxation II	3	10	Taxation I
ACCT 8411	Forensic Accounting	3	10	Advanced Accounting I
ACCT 8412	Auditing I	3	10	Advanced Accounting I
ACCT 8416	Public Accounting	3	10	Intermediate Accounting II
ACCT 8421	Auditing II	3	10	Auditing I
Total		36	120	

ACCT 8224 Intermediate Accounting II**10 credits**

As a continuation of Intermediate Accounting I, this module deals with a study of accounting concepts and principles; inventory management; accounting policies and changes in accounting estimates and errors; plant, property and equipment; intangibles assets; investments and financial instruments; leases; provisions and contingencies; earning per share; income taxes; accounting for receivables; accounting for pension and post-retirement benefits and. **Prerequisite: ACCT 8211 Intermediate Accounting I**

ACCT 8313 Cost Accounting**10 credits**

This module is a study of cost determination, accumulation systems (accounting for materials' labor and overheads, and preparation integrated accounts) allocation procedures. Costing methods (job and batch costing); process costing, costing in non- manufacturing sectors; marginal and absorption costing approaches. **Prerequisite: ACCT 8211 Intermediate Accounting**

ACCT 8315 Advanced Accounting I**10 credits**

This module deals with advanced Intermediate Accounting theory with problems in preparation and presentation of financial statements for corporations; joint ventures; branch accounts ; consignments and other agency selling; investment in securities (equity); preparation of consolidated financial statements; (group accounts and business combination); interpretation and analysis of financial statements. **Prerequisite: ACCT 8224 Intermediate Accounting II**

ACCT 8322 Advanced Accounting II**10 credits**

This is a continuation of Advanced Accounting I. A study of multinational accounting, bankruptcies and liquidation; world wide diversity and adoption of IFRS; Interim and segment reporting; accounting for non-profit organizations (clubs, charities, hospitals, schools, etc.); insurance companies. **Prerequisite: ACCT 8315 Advanced Accounting I**

INSY 8316 Accounting Software Application 10 credits

This module deals with application software that records and processes accounting transactions within functional modules such as accounts payable, accounts receivable, payroll, trial balance, and preparation of financial statements. It functions as an accounting information system. **Prerequisite: ACCT 822: Intermediate Accounting II**

ACCT 8226 Taxation I 10 credits

The module covers theory of taxation, taxation of income of persons, capital deductions, tax-administration of income tax, administration of value added tax, administration of customs taxes and excise taxes, taxation of specific sources of income. **Prerequisite: BSAD 8212 Business Law**

FINCE 8312 Money and Banking 10 credits

The module features the nature and qualities of money, commercial banking, operation and controls of central banks such as the National Bank of Rwanda. The module also focuses on the U.S. Federal Reserve System, money and credit circulation, and effects of monetary policies. **Prerequisite: ECON 8214 Macroeconomics**

ACCT 8412 Auditing I 10 credits

This module is an examination of financial statements as applied by internal and external auditors. It deals with auditing theory, audit standards and professional ethics. **Prerequisite: ACCT 8315 Advanced Accounting I**

ACCT 8421 Auditing II 10 credits

As a continuation of auditing I, the module covers the detailed audit of the balance sheet accounts and the related revenue and expense accounts. Principles of internal control are emphasized. It also includes topics in operational and governmental audit. Practical audit problems and auditing in an electronic data processing environment are incorporated in this module. **Prerequisite: ACCT 8412 Auditing I**

ACCT 8416 Public Accounting 10 credits

This module focuses on current standards, practices, operations, analysis of transactions, and other accounting concepts involved in Intermediate Accounting of governmental and non-profit organization. *Prerequisite: ACCT 8224 Intermediate Accounting II*

ACCT 8325 Taxation II 10 credits

The module will cover advanced aspects of the taxation of business income, Taxation of Specialized activities, Tax investigation, Taxation of cross border activities, tax planning, tax system and policies, professional ethics in taxation and emergence trends in taxation. *Prerequisite: ACCT 8226 Taxation I*

ACCT 8411 Forensic Accounting 10 Credits

This module explores the forensic accountant's role in today's economy. Topics covered include fraud detection and fraud investigation techniques, valuation of closely held businesses, lost profits analyses, and various types of litigation support services. Fundamental legal concepts governing expert witness testimony are also examined, and students are required to quantify economic damages in cases. By the end of the module students are able to understand both the pervasiveness and the causes of fraud and white-collar crime in our society, examine the types of fraud and fraud schemes that affect business enterprises, explore methods of fraud detection and prevention, and increase their ability to recognize potential fraudulent situations. *Prerequisite: ACCT 8315 Advanced Accounting I*

Distribution of Modules by Semester and Exit award for full time students In Four Years

FIRST YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
MATH 8111	General Mathematics	3	10	45	55	100
ACCT 8112	Principles of Accounting I	3	10	45	55	100
EDRM 8113	Study and Research Methods	2	5	30	20	50
MGMT 8114	Principle of Management	3	10	45	55	100

ENGL 8115	General English	3	10	45	55	100
RELB 8116	Introduction to Bible Study	2	5	30	20	50
INSY 8117	Introduction to Computer Applications	3	10	45	55	100
	Total	19	60	95	570	855

SEMESTER II

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
ACCT 8121	Principles of Accounting II	3	10	45	55	100
STAT 8122	Descriptive Statistics	3	10	45	55	100
RELT 8123	Bible Doctrines	3	10	45	55	100
ENGL 8124	Academic English Writing	3	10	45	55	100
ECON 8125	Microeconomics	3	10	45	55	100
MATH 8126	Business Mathematics and Quantitative Technics	4	20	60	140	200
	Total	19	70	285	415	700

SECOND YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
ACCT 8211	Intermediate Accounting I	3	10	45	55	100
BSAD 8212	Business Law	3	10	45	55	100
HELT 8213	Health Principles	2	5	30	20	50
ECON 8214	Macroeconomics	3	10	45	55	100
STAT 8215	Inferential Statistics in Business Administration	3	10	45	55	100
MKTG 8216	Principles of Marketing	3	10	45	55	100
	Total	17	55	255	295	550

SEMESTER II

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
BSAD 8222	Company Law	3	10	45	55	100
INSY8223	Management Information Systems	3	10	45	55	100
ACCT 8224	Intermediate Accounting II	3	10	45	55	100
BSAD 8225	Entrepreneurship	3	10	45	55	100
ACCT 8226	Taxation I	3	10	45	55	100
BSAD 8227	Human Resource	3	10	45	55	100

	Management					
	Total	18	60	270	330	600

Exit Award: Diploma (A1)

THIRD YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
BSAD 8311	Business Communication	3	10	45	55	100
FNCE 8312	Money and Banking	3	10	45	55	100
ACCT 8313	Cost Accounting	3	10	45	55	100
BSAD 8314	Business Research Method	3	10	45	55	100
ACCT 8315	Advanced Accounting I	3	10	45	55	100
INSY 8316	Accounting Software Application	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
BSAD 8321	Managerial Accounting	3	10	45	55	100
ACCT 8322	Advanced Accounting II	3	10	45	55	100
BSAD 8323	Productions Operations Management	3	10	45	55	100
BSAD 8324	Financial Management	3	10	45	55	100
ACCT 8325	Taxation II	3	10	45	55	100
INAT 8326	Internship	4	20	60	140	200
	Total	19	70	285	415	700

FOURTH YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
ACCT 8411	Forensic Accounting	3	10	45	55	100
ACCT 8412	Auditing I	3	10	45	55	100
BSAD 8413	Business Ethics	3	10	45	55	100
MGMT 8414	Procurement management	3	10	45	55	100
BSAD 8415	Strategic Management	3	10	45	55	100
ACCT 8416	Public Accounting	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
ACCT 8421	Auditing II	3	10	45	55	100
RELT 8221	Philosophy, Science and Religion	2	5	30	20	50
BSAD 8422	Research Project	6	30	90	210	300
	Total	11	45	165	285	450

DEPARTMENT OF MANAGEMENT

DEGREE: BACHELOR OF BUSINESS ADMINISTRATION MAJOR IN MANAGEMENT

Summary of Modules

General Education	80
Core (Professional) Modules in Business Administration	280
Major (Concentration)	120
TOTAL OF CREDITS	480

Structure and Degree Requirements for Graduation

In order for AUCA student to graduate with the degree of Bachelor of Business Administration (Major: Management), he/she should complete the requirements as outlined in the table below and as described.

General Education Modules

For the general education modules, check the section of general education requirements for details.

Core (Professional) Modules

For the core (professional modules) in Business Administration, check the section of core or professional modules.

Major Modules (check in the following Table)

Major Modules in Management

Module Code	Module Name	Course Credits	Module Credits	Pre-requisite
MGMT 8215	Legal and Social Environment of Business	3	10	Principles of Management
FNCE 8221	Bank Management and Services	3	10	Microeconomics
MGMT 8222	Organizational Behavior	3	10	<i>Principles of Management</i>
FNCE 8314	Investment Analysis	3	10	Principle of Management and Principles of Accounting II
MGMT 8323	Change and Innovation Management	3	10	Entrepreneurship
MGMT 8325	Project Management	3	10	Legal and Social

					Environment of Business
MGMT 8326	International Business Management	3	10		Business Law
MGMT 8327	Performance Management	3	10		Organizational Behavior
MGMT 8411	Insurance Institutions Management	3	10		Bank Management
MGMT 8412	Business Organization and Management	3	10		Principles of Management
MGMT 8417	Total Quality Management	3	10		Organizational Behavior
MGMT 8421	Organizational Leadership	3	10		Human Resource Management
Total		36	120		

DESCRIPTION OF MAJOR MODULES IN MANAGEMENT

MGMT 8215 Legal and Social Environment of Business

10 credits

This module is a study of how a business operates within the political, legal, social, cultural, economic, and technological environment. It also explains relationship of a Business to government agencies and government controls, and how business relates its activities to various problems and ethical issues. **Prerequisite: MGMT 8114 Principle of Management**

FNCE 8221 Principles of Bank Management

10 credit

The module deals with introduction to banking and financial services, financial Statements and Financial Firms performance, Tools for managing and Hedging against Risk, Managing Investment portfolios and liquidity positions for financial firms, managing sources of funds for financial firms and providing loans to business and consumers. **Prerequisite: ECON 8125 Management**

MGMT 8222 Organizational Behavior

10 credits

The study of organizational behavior is essential for anyone who seeks professional success in the workplace today. It aims to help managers and all those who follow to improve their understanding of the human dimension of the organization and act more effectively in the workplace. It includes the organizational environment, management of individual, group management, organizational management, process management. **Prerequisite: MGMT 8114 Principles of Management**

FNCE 8314**Investment Analysis****10 credits**

The module Investment Analysis provides you, insight into the decision making process that is involved with the buying and selling of financial assets (i.e. securities). The module addresses four main areas of interest: 1.the background against which investment decisions are taken, including the functioning of financial markets, 2. the main contemporary investment theories, 3. the valuation of stocks and bonds, and 4. portfolio management. The module provides you with a thorough understanding of capital markets, which belongs to the core knowledge base of finance professionals that either operate in a corporate environment, or at financial institutions. The module will relate to several concepts that are discussed in the modules International Intermediate Accounting, Financial Risk Management, and Behavioral Finance, which are also part of the minor International Finance and Control. Overall, these four modules present you the cornerstones of International Finance. **Prerequisite:MGMT 8114 Principle of Management and ACCT 8121 Principles of Accounting II**

MGMT 8323 Change and Innovation Management**10 credits**

This module is designed to provide students with the conceptual frameworks and an understanding of the best practices related to developing, implementing, and managing large and small scale change initiatives, both as an internal change agent and as an organizational development consultant. Content will include: The major theories and perspectives regarding organizational development, creativity and change management, the drivers and constraints on change in external and internal environments, change strategies and interventions, the dynamics, measures and complexity of executing change, Feedback, measuring and iteration processes, etc. **Prerequisite: BSAD 8225Entrepreneurship**

MGMT 8325 Project Management**10 Credits**

This module provides a systematic and thorough introduction to all aspects of project management. Projects are an increasingly important aspect of modern business. Therefore, the module underlines the importance of understanding the relation between projects and the strategic goals of the organization. The module also discusses the technical, cultural, and interpersonal skills necessary to successfully manage projects from start to finish. It emphasizes that project management is a professional discipline with its own tools, body of knowledge,

and skills. Concepts are reinforced by case studies covering a wide variety of project types and industries. **Prerequisite: MGMT 8215 Legal and Social Environment of Business**

MGMT 8326 International Business Management

10 credits

This module deals with special problems encountered by executives in the management of international business operations. Among the modules considered are the decision process in making investments abroad, relationships with host governments, and organizational and operating problems of the multinational corporation. Topics such as setting strategic goals, human resources management, planning, communications, and control are also discussed in the perspective of the latter. **Prerequisite: BSAD 8212 Business Law**

MGMT 8327 Performance Management

10 credits

This module deals with activities that ensure that goals are consistently being met in an effective and efficient manner. Performance management can focus on performance of the organization, a department, processes to build a product or service, and employees. Information in this module gives students some sense of the overall activities involved in performance management. In this module the following is also discussed: the IT Performance Management, which refers to the monitoring and measurement of relevant metrics to assess the performance of IT resources that can be used in business context. **Prerequisite: MGMT 822: Organizational Behavior**

MGMT8411 Insurance Institutions Management

10 credits

This module is a study of different types, sources and causes of risks to both business and persons. It studies how to eliminate/minimize/transfer or avoid risk. It covers topics like risk sharing, risk passing in insurance companies and other agencies. The importance of sound management of insurance plans/ risk management and the government regulations of the insurance/risk management industry are also of primary importance. It will also cover topics such as: insurance claims management, life, health, motor, agricultural, marine and Goods-in-transit insurance management. **Prerequisite: FNCE 821 Principles of Bank Management**

MGMT 8412 Business Organization and Management**10 credits**

This module deals with Business management and discusses classical management duties for planning, direction, reporting, and control. More importantly it focuses on the need to organize and manage capital development as an integral part of the business. **Prerequisite: MGMT 8222 Organizational Behavior**

MGMT 8417 Total Quality Management**10 Credits**

Total quality management (TQM) is a philosophy, methodology and system of tools aimed to create and maintain mechanism of organization's continuous improvement. It involves all departments and employees into improvement of processes and products. It helps to reduce costs and to meet and exceed needs and expectations of customers and other stakeholders of an organization. TQM encompasses the concepts of business and social excellence that is sustainable approach to organization's competition, efficiency improvement, leadership and partnership. The objectives of this module is to introduce the main principles of business and social excellence, to generate knowledge and skills of students to use models and quality management methodology for the implementation of total quality management in any sphere of business and public sector. Prerequisite: **MGMT 8114 Principle of Management**

MGMT 8421 Organizational Leadership**10 credits**

The module deals with the process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task. Students learn how to create a way for people to contribute in making something extraordinary happen. The module discusses several important aspects of leadership including a description of what leadership is and a description of several popular theories and styles of leadership. It will discuss topics such as the role of emotions and vision, as well as leadership effectiveness and performance, leadership in different contexts, how it may differ from related concepts (i.e. management), and some critiques of leadership as generally conceived. *Prerequisite: BSAD 8227 Human Resource Management*

Distribution of Modules by Semester and Exit award for full time students In Four Years

FIRST YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
MATH 8111	General Mathematics	3	10	45	55	100
ACCT 8112	Principles of Accounting I	3	10	45	55	100
EDRM 8113	Study and Research Methods	2	5	30	20	50
MGMT 8114	Principle of Management	3	10	45	55	100
ENGL 8115	General English	3	10	45	55	100
RELB 8116	Introduction to Bible Study	2	5	30	20	50
INSY 8117	Introduction to Computer Applications	3	10	45	55	100
	Total	19	60	285	315	600

SEMESTER II

Module Code	Module Name	Course Credits	Module credit	Contact hours	SD L	Total hours
ACCT 8121	Principles of Accounting II	3	10	45	55	100
STAT 8122	Descriptive Statistics	3	10	45	55	100
RELT 8123	Bible Doctrines	3	10	45	55	100
ENGL 8124	Academic English Writing	3	10	45	55	100
ECON 8125	Microeconomics	3	10	45	55	100
MATH 8126	Business Mathematics and Quantitative Technics	4	20	60	140	200
	Total	19	70	285	415	700

SECOND YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
ACCT 8211	Intermediate Accounting I	3	10	45	55	100
BSAD 8212	Business Law	3	10	45	55	100
ECON 8214	Macroeconomics	3	10	45	55	100
MGMT 8215	Legal and Social Environment of Business	3	10	45	55	100
STAT 8215	Inferential Statistics in Business Administration	3	10	45	55	100

MKTG 8216	Principles of Marketing	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
FNCE 8221	Principles of Bank Management	3	10	45	55	100
INSY8223	Management Information Systems	3	10	45	55	100
HELT 8213	Health Principles	2	5	30	20	50
BSAD 8225	Entrepreneurship	3	10	45	55	100
FNCE 8314	Investment Analysis	3	10	45	55	100
BSAD 8227	Human Resource Management	3	10	45	55	100
	Total	17	55	255	295	550

Exit Award: Diploma (A1)

THIRD YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
BSAD 8311	Business Communication	3	10	45	55	100
BSAD 8222	Company Law	3	10	45	55	100
MGMT 8327	Performance Management	3	10	45	55	100
BSAD 8314	Business Research Method	3	10	45	55	100
MGMT 8326	International Business Management	3	10	45	55	100
MGMT 8323	Change and Innovation Management	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
MGMT 8222	Organizational Behavior	3	10	45	55	100
BSAD 8321	Managerial Accounting	3	10	45	55	100
MGMT 8325	Project Management	3	10	45	55	100
BSAD 8323	Productions Operations Management	3	10	45	55	100

BSAD 8324	Financial Management	3	10	45	55	100
INAT 8326	Internship	4	20	60	140	200
	Total	19	70	285	415	700

FOURTH YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
MGMT 8411	Insurance Institutions Management	3	10	45	55	100
MGMT 8421	Organizational Leadership	3	10	45	55	100
BSAD 8413	Business Ethics	3	10	45	55	100
MGMT 8414	Procurement management	3	10	45	55	100
BSAD 8415	Strategic Management	3	10	45	55	100
MGMT 8412	Business Organization and Management	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module credit	Contact hours	SDL	Total hours
MGMT 8417	Total Quality Management	3	10	45	55	100
RELT 8221	Philosophy, Science and Religion	2	5	30	20	50
BSAD 8422	Research Project	6	30	90	210	300
	Total	11	45	165	285	450

MAJOR MODULES IN FINANCE

DEGREE: BACHELOR OF BUSINESS ADMINISTRATION IN FINANCE

Summary of Modules

General Education	80
Core (Professional) Modules in Business Administration	280
<u>Major (Concentration)</u>	<u>120</u>
 TOTAL OF CREDITS	 480

Structure and Degree Requirements for Graduation

In order for AUCA student to graduate with the degree of Bachelor of Business Administration (Major: Finance), he/she should complete the requirements as outlined in the table below and as described.

General Education Modules

For the general education modules, check the section of general education requirements for details.

Core (Professional) Modules

For the core (professional modules) in Business Administration, check the section of core or professional modules.

Major Modules (check in the following Table)

List of Major (Concentration) Modules in Finance

Module Code	Name of the Module	Course Credits	Module credits	Prerequisite
FNCE 8221	Principles Bank Management	3	10	Investment Analysis
FNCE 8222	Personal Financial Planning	3	10	Principles of Accounting II
ACCT 8224	Intermediate Accounting II	3	10	Intermediate Accounting I

ACCT 8226	Taxation I	3	10	Business Law
FNCE 8312	Money and Banking	3	10	Macroeconomics
FNCE 8314	Investment Analysis	3	10	Principles of Accounting II
FNCE 8315	Financial Market Institution	3	10	Macroeconomics
FNCE 8324	International Finance	3	10	Macroeconomics
MGMT 8411	Insurance Institutions Management	3	10	Inferential statistics in Business Administration
FNCE 8411	Principles of Real Estate and Real Estate Finance	3	10	Personal Financial Planning
FNCE 8416	Corporate Finance	3	10	Financial Management
FNCE 8421	Financial Derivatives	3	10	Investment Analysis
Total		36	120	

DESCRIPTION OF MAJOR/CONCENTRATION MODULES IN FINANCE

FNCE 8221 Principles of Bank Management

10 credits

The module deals with introduction to banking and financial services, financial Statements and Financial Firms performance, Tools for managing and Hedging against Risk, Managing Investment portfolios and liquidity positions for financial firms, managing sources of funds for financial firms and providing loans to business and consumers. **Prerequisite: FNCE 8314 Investment Analysis**

FNCE 8222 Personal Financial Planning

10 credits

Personal and family accounts, budgets and budgetary control, bank accounts, charge accounts, borrowing, investing, insurance, standards of living, renting or home ownership, and wills and trust plans. During this module, students will learn the ins and outs of individual financial journey in a fun and unique way as a travel itinerary. Students will be provided with everything they need to understand the spending habits, chart the progress, grow the current

savings and achieve personal dreams. This module is broken up into three parts: Plan, Execute and Travel. Plan: maintain checking and savings accounts, create assessments in order to understand the financial standing and create a foundation for financial standing. Execute: manage debt, build and manage credit score as well as balance accounts for future financial security. And finally, Travel: Live dream by generating wealth and controlling spending, making sound investments in stocks and bonds, and even begin starting and growing retirement accounts. **Prerequisite: ACCT 8121 Principles of Accounting II**

ACCT 8224 Intermediate Accounting II 10 credits

As a continuation of Intermediate Accounting I, this module deals with a study of accounting concepts and principles in miscellaneous topics such as accounting for pension and post-retirement benefits. Also covered in this module are accounting changes and error analysis, basic financial analysis and full disclosures in financial statements. **Prerequisite: ACCT 8211 Intermediate Accounting I**

ACCT 8311 Taxation I

10 credits

The module covers theory of taxation, taxation of income of persons, capital deductions, tax-administration of income tax, administration of value added tax, administration of customs taxes and excise taxes, taxation of specific sources of income. **Prerequisite: BSAD 8212 Business Law**

FNCE 8312 Money and Banking

10 credits

The nature and qualities of money, commercial banking, operation and controls of central banks such as the National Bank of Rwanda, the U.S. Federal Reserve System, money and credit circulation, and effects of monetary policies. **Prerequisite: ECON 8214 Macroeconomics**

FNCE 8314 Investment Analysis**10 credits**

The module Investment Analysis provides your insight into the decision making process that is involved with the buying and selling of financial assets (i.e. securities). The module addresses four main areas of interest: 1.the background against which investment decisions are taken, including the functioning of financial markets, 2. the main contemporary investment theories, 3. the valuation of stocks and bonds, and 4. portfolio management. The module provides you with a thorough understanding of capital markets, which belongs to the core knowledge base of finance professionals that either operate in a corporate environment, or at financial institutions. The module will relate to several concepts that are discussed in the modules International Intermediate Accounting, Financial Risk Management, and Behavioral Finance, which are also part of the minor International Finance and Control. Overall, these four modules present you the cornerstones of International Finance. *Prerequisite: **ACCT 8121 Principle of Accounting II***

FNCE 8315 Financial Market Institution**10credits**

The module covers investigation and analysis of organization, structure and performance of money, capital market and institutions. It also covers the impact of financial institutions on the allocation of funds to various sectors of the economy, analysis of the intermediary process, determination of interest rates in the financial markets, regulation of the financial industry, and the role of financial instruments. The students are expected to become familiar with current events in the financial news. *Prerequisite: **ECON 8214 Macroeconomics***

FNCE 8324 International Finance**10 credits**

The module examines the financial operations of the firm from the international point of view. Topics include exchange rate determination, foreign exchange risk management (hedging techniques B forward/ futures, options and swaps), international financial markets (bond & equity and foreign exchange rate), and balance of payment, trade documentation and international budgeting. This module is set up so as to enable the learner to be able to well

integrate themselves with the recent trends as far as globalization and finance is concerned. International finance as a module attempts to provide a comprehensive introduction to issues related to the recent integration of financial institutions on the global platform. *Prerequisite: ECON 8214 Macroeconomics*

MGMT 8411 Insurance Institutions Management **10 credits**

This module is a study of different types, sources and causes of risks to both business and persons. It studies how to eliminate/minimize/transfer or avoid risk. It covers topics like risk sharing, risk passing in insurance companies and other agencies. The importance of sound management of insurance plans/ risk management and the government regulations of the insurance/risk management industry are also of primary importance. It will also cover topics such as: insurance claims management, life, health, motor, agricultural, marine and Goods-in-transit insurance management: *Prerequisite: STAT 8215 Inferential statistics in business Administration*

FNCE 8411 Principles of Real Estate and Real Estate Finance **10 Credits**

A comprehensive coverage of real estate. Including land description, ownership of real estate, conveyance of property, leases, real estate valuation, rights in real property, public programs, and other topics relating to real property. *Prerequisite: FNCE 8222 Personal Financial Planning*

FNCE 8416 Corporate Finance **10 credits**

This module concentrates on corporate companies. It provides an in depth treatment of working capital analysis, cash budgeting, receivable management, credit policy, Inventory management, long term financing decisions including sources of long term funds and financial leverage. The module familiarizes students with most important tools, concepts and topics in the areas of corporate finance. It provides in depth treatment of working capital analysis, long term financing decisions including sources of long term funds, financial leverage, measurement of cost of capital, capital budgeting decision methods, projects cash flow

analysis, risks in capital budgeting, optimal capital budget, and lease financing.

Prerequisite: BSAD 8324 Financial Management.

FNCE 8421 Financial Derivatives

10 credits

This module presents and analyzes derivatives, such as forwards, futures, and options. These instruments have become extremely popular investment tools over the past several decades, as they allow one to tailor the amount and kind of risk one takes, be it risk associated with changes in interest rates, exchange rates, stock prices, commodity prices, inflation, weather, etc. They are used by institutions as well as investors, sometimes to hedge (reduce) unwanted risks, sometimes to take on additional risk motivated by views regarding future market movements. The module defines the main kind of derivatives, shows how they are used to achieve various hedging and speculating objectives, introduces a framework for pricing derivatives, and studies several applications of derivative-pricing techniques outside derivative markets. By its very nature a module like this involves some advanced mathematics and statistics. However, in this module the math will be kept to the minimum that is required (the higher level math will be relegated to Appendices and will be optional). The goals are to (a) understand the characteristics of various derivatives, (b) take a look at the “black box” so as to understand the pros and cons of various models that are widely used, and (c) gain some experience in applying these instruments and models for valuation, risk management and financial engineering. **Prerequisite: FNCE 8314 Investment Analysis**

Distribution of Modules by Semester and Exit award for full time students In Four Years

FIRST YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
MATH 8111	General Mathematics	3	10	45	55	100
ACCT 8112	Principles of Accounting I	3	10	45	55	100
EDRM 8113	Study and Research Methods	2	5	30	20	50
MGMT 8114	Principle of Management	3	10	45	55	100
ENGL 8115	General English	3	10	45	55	100
RELB 8116	Introduction to Bible Study	2	5	30	20	50
INSY 8117	Introduction to Computer Applications	3	10	45	55	100
	Total	19	190	285	315	600

SEMESTER II

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
ACCT 8121	Principles of Accounting II	3	10	45	55	100
STAT 8122	Descriptive Statistics	3	10	45	55	100
RELT 8123	Bible Doctrines	3	10	45	55	100
ENGL 8124	Academic English Writing	3	10	45	55	100
ECON 8125	Microeconomics	3	10	45	55	100
MATH 8126	Business Mathematics and	4	20	60	140	200

	Quantitative Technics					
	Total	19	70	285	415	700

SECOND YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
ACCT 8211	Intermediate Accounting I	3	10	45	55	100
BSAD 8212	Business Law	3	10	45	55	100
HELT 8213	Health Principles	2	5	30	20	100
ECON 8214	Macroeconomics	3	10	45	55	100
STAT 8215	Inferential Statistics in Business Administration	3	10	45	55	100
MKTG 8216	Principles of Marketing	3	10	45	55	100
	Total	17	160	255	295	600

SEMESTER II

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
FNCE 8222	Personal Financial Planning	3	10	45	55	100
FNCE 8221	Principles of Bank Management	3	10	45	55	100
ACCT 8224	Intermediate Accounting II	3	10	45	55	100
BSAD 8225	Entrepreneurship	3	10	45	55	100
INSY 8223	Management Information Systems	3	10	45	55	100

ACCT 8226	Taxation I	3	10	45	55	100
	Total	18	60	270	330	600

Exit Award: Diploma (A1)

THIRD YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
BSAD 8222	Company Law	3	10	45	55	100
FNCE 8314	Investment Analysis	3	10	45	55	100
FNCE 8312	Money and Banking	3	10	45	55	100
FNCE 8315	Financial Market Institution	3	10	45	55	100
BSAD 8314	Business Research Method	3	10	45	55	100
FNCE 8416	Corporate Finance	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
FNCE 8324	International Finance	3	10	45	55	100
BSAD 8321	Managerial Accounting	3	10	45	55	100
BSAD 8323	Productions Operations Management	3	10	45	55	100
BSAD 8324	Financial Management	3	10	45	55	100
BSAD 8311	Business Communication	3	10	45	55	100

INAT 8326	Internship	4	20	60	140	200
	Total	19	60	120	540	700

FOURTH YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
BSAD 8227	Human Resource Management	3	10	45	55	100
MGMT 8411	Insurance Institutions Management	3	10	45	55	100
BSAD 8413	Business Ethics	3	10	45	55	100
MGMT 8414	Procurement management	3	10	45	55	100
BSAD 8415	Strategic Management	3	10	45	55	100
FNCE 8411	Principles of Real Estate and Real Estate Finance	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
FNCE 8421	Financial Derivatives	3	10	45	55	100
RELT 8221	Philosophy, Science and Religion	2	5	30	20	50
BSAD 8422	Research Project	6	30	90	210	300
	Total	11	45	165	285	450

DEPARTMENT OF MARKETING

DEGREE: BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Summary of Modules

General Education	80
Core (Professional) Modules in Business Administration	270
Major (Concentration)	130
<hr/>	
TOTAL OF CREDITS	480

Structure and Degree Requirements for Graduation

In order for AUCA student to graduate with the degree of Bachelor of Business Administration (Major: Marketing), he/she should complete the requirements as outlined in the table below and as described.

General Education Modules

For the general education modules, check the section of general education requirements for details.

Core (Professional) Modules

For the core (Professional Modules) in Business Administration, check the section of core or professional modules.

List of Major (Concentration) Modules in Marketing

Module	Name of the Module	Course Credits	Module Credits	Prerequisite
MKTG 8221	Consumer Behavior	3	10	Principles of Management
MKTG 8211	Business to Business Marketing	3	10	Principles of Marketing
MGMT 8222	Organizational Behavior	3	10	Human Resource Management
MKTG 8325	International Marketing	3	10	Principles of Marketing
MKTG 8311	Product and Service Management	3	10	Business to Business Marketing
MKTG 8312	Digital Marketing	3	10	Introduction to Computer Applications and principles of Marketing

MKTG 8322	Advertising and Promotion	3	10	Business to Business Marketing
MKTG 8321	Sales Management	3	10	Principles of Management
MKTG 8413	Principles and practices of retailing and Wholesaling	3	10	Principles of Marketing
MKTG 8324	International Trade Practices	3	10	Company Law Principle of Marketing
MKTG 8425	Public relations	3	10	Human Resource Management
MKTG 8412	Social Marketing	3	10	Digital Marketing
MKTG 8423	Strategic Marketing	3	10	Principles of Marketing
Total		39	130	

DESCRIPTION OF MAJOR/CONCENTRATION MODULES IN MARKETING

MKTG 8211 Business to Business Marketing

10 credits

This module is a study of the core concepts of marketing as applied to Business to Business (B2B) activity. Upon completion of the module students should be able to: Demonstrate an understanding of the basic principles of B2B marketing; Demonstrate an understanding of the broad concepts of working with and marketing for business to business companies; Demonstrate the uses of the marketing mix elements in a B2B corporate strategy; and Demonstrate critical thinking skills through the completion of the marketing plan class project.

Prerequisite: *MKTG 225 Principle of Marketing*

MKTG 8221 Consumer Behavior

10 Credits

The topic covered will include: consumer needs assessment, motives and motivation process, psychological perspectives such as psychoanalysis, reinforcement, the influence process, life style analysis, and how it affects purchase behavior. Sociological factors such as social class, family, religion and their influence on purchase behavior, learning, perception and theories of cognitive dissonance. **Prerequisite:** *MGMT 124 Principles of Management*

MGMT 8222 Organizational Behavior**10 credits**

The study of organizational behavior is essential for anyone who seeks professional success in the workplace today. It aims to help managers and all those who follow to improve their understanding of the human dimension of the organization and act more effectively in the workplace. It includes the organizational environment, management of individual, group management, organizational management, process management. **Prerequisite: MGMT 8114 Principles of Management**

MKTG 8311 Product and Service management**10 credits**

This module introduces the marketing issues relating to managing products and services: market learning, new product and service development process, product/service launch, reaching viable markets, entrepreneurial marketing strategies, marketing channels and building relationships with targeted customers. **Prerequisite: MKTG 8211 Business to Business Marketing.**

MKTG 8312 Digital Marketing**10 Credits**

Focus on key issues and concerns relating to e-commerce and equips students to respond to its many challenges from an informed perspective. Areas covered include: Foundations of Electronic Commerce, Benefits, Driving Forces, Impact, Retailing in Electronic Commerce, Direct Marketing, Online Customer Service, Internet Consumers and Market Research, Consumer Behavior Model, Decision Making, Advertisement in electronic commerce, Web advertisement, ad methods/Z Travel Job Market, Real Estate, Trading, Business -to-Business E-commerce, Procurement, B2B EC, JIT, Auctions, Services, Internet and extranet, Architectures, Software, considerations, Electronic payment System, Protocols, Security, Fund Transfers, EC Strategy and Implementation, Strategies, Competitiveness, Plan & Execution, Economics, Global and other issues in EC, Stored-Value and E-cash, Public Policy; and Legal issues to privacy. Students learn to analyze existing e-business and e-marketing projects and recognize their strengths and weakness taking lessons learned into account when formulating their own plans for new and expanding e-commerce. The student is expected to do a small project. **Prerequisite: INSY 118 Introduction to Computer Applications**

MKTG 8321 Sales Management**10 Credits**

The topics covered will include: fundamentals of selling, salesmanship, designing, and holding sales meetings, sales forecasting; sales force management including motivation, recruitment and placement; designing and managing the sales territory, sales promotions, accounts management and e-marketing. The module covers also issues such as locational decisions, choice of type of retail type, in-store management, legal and ethical issues in retailing and wholesaling, pricing techniques and strategies, in-store layout, stocking procedures and policies, customer service policy, relevant accounting, product assortment procedure, inventory management and decisions, telemarketing, and marketing through the internet.

Prerequisite: BSAD 214 Principle of Management

MKTG 8324 International trade Practices**10 credits**

This module deals with the theory and practice of international trade and of trade-related policies. It focuses on analyzing the gains from trade, the changing patterns of trade, the income distributional consequences of liberalizing foreign trade, the relationship between trade, investment, and economic growth, and the reasons for and consequences of trade policies. It takes a rigorous, analytical view of patterns in the interaction of exporters and importers in international markets for goods, services and factors of production. It highlights the role of the terms of trade, production costs and market structure play determining the gains from trade. Policy responses including various forms of protectionist measures are also discussed. The module covers three general themes, why countries gain from trade, how someone always loses from globalization, and how frictions in international markets determine the price and quantity of trade. **Prerequisite: BSAD 8222 company Law and MKTG 225: Principle of Marketing**

MKTG 8325 International Marketing**10 Credits**

The areas covered will include: export/import trade, policies and procedures, entry strategies for international market, international product, price, advertising, packaging, promotion and labeling policies and procedures, international distribution and logistics management, the legal issues in international marketing. **Prerequisite: MKTG 225 Principle of Marketing**

MKTG 8423 Strategic Marketing**10 Credits**

Areas covered in the module will include strategies such as tactical retreat, flanking, guerilla tactics, cyber strategies, strategic implementations and evaluation, relational marketing, positioning, segmentation strategies, pricing strategies, promotional, distributional, and product strategies. **Prerequisite: MKTG 225 Principle of Marketing**

MKTG 8322 Advertising and Promotion**10 Credits**

The areas covered in this module will include: the role of marketing communication in the advertising, promotion, media planning and selection, sales promotion techniques and procedures, direct marketing and product placement, packaging, and its role in advertising, planning and implementing successful advertising and campaigns, evaluation-of advertising effectiveness, advertising and promotion budgeting, public relations, creative strategies, appeals, legal and technical issues, in advertising and managing advertising agencies. **Prerequisite: MTKG 311 Business to Business Marketing**

MKTG 8425 Public relations**10 credits**

Public Relations Strategies introduces students to the strategic planning process involved in putting together and coordinating organizational public relations efforts. In this module, students will learn what is involved in developing, implementing and evaluating public relations strategies. The module provides insights on understanding an organization's internal and external environment; as well as identifying and addressing public relations situations that emerge in these environments. Students will learn how to develop objectives, and design strategies and select tactics that can better serve the organization's goals. Additionally, students will learn from current public relations strategies, by analysing and discussing good and bad practices. This module also focuses on the use of social media and other new media channels in strategic public relations, examining when and how they can be employed to better serve the organization communication and relationship building needs. **Prerequisite: BSAD 8227 Human Resource Management.**

MKTG 8412 Social Marketing**10 credits**

This is a practical module that, among other things, will provide the knowledge needed to research and plan a social marketing campaign. To give depth to the actual planning process, we will look at behavior change methodologies and communication strategies that increase the effectiveness of media-based interventions. Social Marketing and Entertainment-Education methodologies will be the main focus of the module but we will also consider less conventional approaches, such as Trans media (Multi-Platform Storytelling), Positive Deviance and Liberating Structures. Social Marketing (SM) campaigns use traditional and new marketing principles to gain awareness and influence human behavior, just as in most every commercial marketing campaign. The main difference is that SM's intent is to promote awareness and behavior change on social issues, disease prevention/treatment, environmental concerns and the like, rather than simply encouraging the purchase of the advertised product or service. Entertainment-education (EE) storylines utilize multiple forms of mass media entertainment programming to educate viewers by unobtrusively embedding educational content into entertainment narratives in television, web-based programming, movies, games, graphic novels, music videos and more. Understanding, designing and evaluating these types of communication campaigns requires knowledge of the psychological and sociological theories that underlay these approaches, as well as an understanding of formative and evaluative research, audience analysis, marketing tactics, copywriting, campaign strategy, media planning and more. This class will provide both a theoretical and practical approach to these methods, providing the students a keen understanding of these powerful methodologies, as well as practical, applicable skills for their professional career. **Prerequisite:**

MKTG 312 Digital Marketing**MKTG 8413 Principles and practices of retailing and wholesaling****10 credits**

This module is designed as one semester module for undergraduate students of marketing. The module covers retailing and wholesale management, marketing channels, retailing organizations and methods of operation, store location, trends in wholesaling, wholesaler marketing decision, stock decisions and sources amongst others. Beside, retailers and wholesale roles in economic development are also treated. **Prerequisite: MKTG 225 Principle of Marketing**

FIRST YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
MATH 8111	General Mathematics	3	10	45	55	100
ACCT 8112	Principles of Accounting I	3	10	45	55	100
EDRM 8113	Study and Research Methods	2	5	30	20	50
MGMT 8114	Principle of Management	3	10	45	55	100
ENGL 8115	General English	3	10	45	55	100
RELB 8116	Introduction to Bible Study	2	5	30	20	50
INSY 8117	Introduction to Computer Applications	3	10	45	55	100
	Total	19	60	285	315	600

SEMESTER II

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
ACCT 8121	Principles of Accounting II	3	10	45	55	100
STAT 8122	Descriptive Statistics	3	10	45	55	100
RELT 8123	Bible Doctrines	3	10	45	55	100
ENGL 8124	Academic English Writing	3	10	45	55	100
ECON 8125	Microeconomics	3	10	45	55	100
MATH 8126	Business Mathematics and Quantitative Technics	4	20	60	140	200
	Total	19	70	285	415	700

SECOND YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
MKTG 8311	Product and Service Management	3	10	45	55	100
BSAD 8212	Business Law	3	10	45	55	100
HELT 8213	Health Principles	2	5	30	20	50

ECON 8214	Macroeconomics	3	10	45	55	100
STAT 8215	Inferential Statistics in Business Administration	3	10	45	55	100
MKTG 8216	Principles of Marketing	3	10	45	55	100
	Total	17	55	255	295	550

SEMESTER II

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
MGMT 8222	Organizational Behavior	3	10	45	55	100
BSAD 8222	Company Law	3	10	45	55	100
INSY8223	Management Information Systems	3	10	45	55	100
MKTG 8211	Business to Business Marketing	3	10	45	55	100
BSAD 8225	Entrepreneurship	3	10	45	55	100
BSAD 8227	Human Resource Management	3	10	45	55	100
	Total	18	60	270	330	600

Exit Award: Diploma (A1)

THIRD YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
MKTG 221	Consumer Behavior	3	10	45	55	100
MKTG 8312	Digital Marketing	3	10	45	55	100
MKTG 8325	International Marketing	3	10	45	55	100
BSAD 8314	Business Research Method	3	10	45	55	100
BSAD 8311	Business Communication	3	10	45	55	100
MKTG 8321	Sales Management	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
BSAD 8321	Managerial Accounting	3	10	45	55	100
MKTG8324	International Trade Practices	3	10	45	55	100
MKTG8322	Advertising and Promotion	3	10	45	55	100
BSAD 8323	Productions Operations Management	3	10	45	55	100
BSAD 8324	Financial Management	3	10	45	55	100
INAT 8326	Internship	4	30	60	140	200
	Total	19	80	285	415	700

FOUR YEAR

SEMESTER I

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
MKTG 8425	Public relations	3	10	45	55	100
MKTG 8413	Principles and practices of retailing and wholesaling	3	10	45	55	100
BSAD 8413	Business Ethics	3	10	45	55	100
MGMT 8414	Procurement management	3	10	45	55	100
BSAD 8415	Strategic Management	3	10	45	55	100
MKTG 8412	Social Marketing	3	10	45	55	100
	Total	18	60	270	330	600

SEMESTER II

Module Code	Module Name	Course Credits	Module Credits	Contact Hours	SDL	Total
MKTG 8423	Strategic Marketing	3	10	45	55	100
RELT 8221	Philosophy, Science and Religion	2	5	30	20	50
BSAD 8422	Research Project	6	30	90	210	300
	Total	11	45	165	285	450

